<u>Amendments to the Claims</u>

The following listing of claims will replace all prior versions, and listings, of claims in the above-identified patent application.

<u>Listing of Claims</u>

1.   (currently amended) A method executed by at least one computer processor for providing ~~metadata selected advertisements~~ <u>an advertisement selected from a plurality of advertisements each associated with its own metadata</u>, comprising:

receiving at user equipment media comprising at least one object, <u>metadata associated with the media,</u> metadata associated with the at least one object ~~and containing a description of the at least one object~~, and <u>the</u> metadata associated with [[a]] <u>each of the</u> plurality of advertisements;

<u>selecting a subplurality of advertisements based on the metadata associated with the media;</u>

receiving at the user equipment the ~~plurality~~ <u>subplurality</u> of advertisements;

displaying the media and the at least one object on a viewing device at the user equipment;

receiving a user selection ~~of one~~ of the at least one object displayed on the viewing device;

~~processing metadata associated with the object selected by the user;~~

comparing at the user equipment the metadata associated with the object selected by the user with the metadata associated with <u>each of</u> the ~~plurality~~ <u>subplurality</u> of advertisements; and

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selecting at the user equipment one of the ~~plurality~~ subplurality of advertisements based on the comparison.

2. (previously presented) The method of claim 1 further comprising displaying the selected advertisement on the viewing device.

3-5. (cancelled)

6. (previously presented) The method of claim 1 wherein the metadata associated with the at least one object and the metadata associated with the plurality of advertisements are received on a broadcast channel on which the media is also received.

7. (previously presented) The method of claim 1 wherein the metadata associated with the at least one object and the metadata associated with the plurality of advertisements are received on a separate broadcast channel from the media.

8. (previously presented) The method of claim 1 further comprising storing the metadata associated with the at least one object and the metadata associated with the plurality of advertisements.

9. (previously presented) The method of claim 8 wherein the metadata associated with the at least one object and the metadata associated with the plurality of advertisements are stored on a single storage device.

10. (previously presented) The method of claim 8 wherein the metadata associated with the at least one object and the metadata associated with the plurality of advertisements are stored on a plurality of storage devices.

11. (cancelled)

12. (currently amended) The method of claim 1 wherein the ~~plurality~~ subplurality of advertisements are received within the media.

13. (currently amended) The method of claim 1 wherein the ~~plurality~~ subplurality of advertisements are received on a broadcast channel on which the media is also received.

14. (currently amended) The method of claim 1 wherein the ~~plurality~~ subplurality of advertisements are received on a separate broadcast channel from the media.

15. (previously presented) The method of claim 1 further comprising storing the selected advertisement.

16. (previously presented) The method of claim 15 wherein the selected advertisement is stored on a single storage device.

17. (previously presented) The method of claim 15 wherein the selected advertisement is stored on a plurality of storage devices.

18. (currently amended) A method executed by at least one computer processor for providing ~~metadata selected advertisements~~ <u>an advertisement selected from a plurality of advertisements each associated with its own metadata</u>, comprising:

~~receiving at user equipment a plurality of advertisements related to media;~~

receiving at the user equipment ~~the~~ media, metadata associated with the media ~~and containing a description of the media~~, and <u>the</u> metadata associated with <u>each of</u> the plurality of advertisements ~~related to the media~~;

~~processing the metadata;~~

<u>selecting a subplurality of advertisements based on the metadata associated with the media;</u>

<u>receiving at the user equipment the subplurality of advertisements;</u>

comparing at the user equipment the metadata associated with the media with the metadata associated with <u>each of</u> the ~~plurality~~ <u>subplurality</u> of advertisements ~~related to the media~~;

selecting at the user equipment one of the ~~plurality~~ <u>subplurality</u> of advertisements ~~related to the media~~ based on the comparison; and

displaying the selected advertisement.

19. (cancelled)

20. (previously presented) The method of claim 18 wherein the metadata associated with the media and the metadata associated with the plurality of advertisements are received on a broadcast channel on which the media is also received.

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21.   (previously presented)   The method of claim 18 wherein the metadata associated with the media and the metadata associated with the plurality of advertisements are received on a separate broadcast channel from the media.

22.   (previously presented)   The method of claim 18 further comprising storing the metadata associated with the media and the metadata associated with the plurality of advertisements.

23.   (previously presented)   The method of claim 22 wherein the metadata associated with the media and the metadata associated with the plurality of advertisements are stored on a single storage device.

24.   (previously presented)   The method of claim 22 wherein the metadata associated with the media and the metadata associated with the plurality of advertisements are stored on a plurality of storage devices.

25.   (cancelled)

26.   (currently amended)   The method of claim 18 wherein the ~~plurality~~ subplurality of advertisements are received within the media.

27.   (currently amended)   The method of claim 18 wherein the ~~plurality~~ subplurality of advertisements are received on a broadcast channel on which the media is also received.

28. (currently amended) The method of claim 18 wherein ~~the metadata associated with the media and the metadata associated with~~ the ~~plurality~~ <u>subplurality</u> of advertisements are received on a separate broadcast channel from the media.

29. (previously presented) The method of claim 18 further comprising storing the selected advertisement.

30. (previously presented) The method of claim 29 wherein the selected advertisement is stored on a single storage device.

31. (previously presented) The method of claim 29 wherein the selected advertisement is stored on a plurality of storage devices.

32. (currently amended) A method executed by at least one computer processor for providing ~~metadata-selected advertisements~~ <u>an advertisement selected from a plurality of advertisements each associated with its own metadata</u>, comprising:

receiving at user equipment media, metadata associated with the media ~~and containing a description of the media~~, and <u>the</u> metadata associated with [[a]] <u>each of the</u> plurality of advertisements ~~related to the media~~;

<u>selecting a subplurality of advertisements based on the metadata associated with the media;</u>

downloading to the user equipment the ~~plurality~~ <u>subplurality</u> of advertisements ~~related to the media~~;

~~processing the metadata;~~

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comparing at the user equipment the metadata associated with the media with the metadata associated with each of the ~~plurality~~ subplurality of advertisements ~~related to the media~~;

selecting at the user equipment one of the ~~plurality~~ subplurality of advertisements ~~related to the media~~ based on the comparison; and

displaying the selected advertisement.

33. (previously presented) The method of claim 32 wherein the metadata associated with the media and the metadata associated with the plurality of advertisements further contain at least one source address.

34. (previously presented) The method of claim 33 wherein at least one of the at least one source address is a Uniform Resource Locator.

35. (previously presented) The method of claim 33 wherein the at least one source address is a telephone number.

36. (currently amended) A method executed by at least one computer processor for providing ~~metadata-selected advertisements~~ an advertisement selected from a plurality of advertisements each associated with its own metadata, comprising:

~~receiving at user equipment a plurality of advertisements related to media;~~

receiving at the user equipment ~~the~~ media, metadata associated with the media ~~and containing a description of the media~~, and the metadata associated with each of the plurality of advertisements ~~related to the media~~;

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~~processing the metadata;~~

selecting a subplurality of advertisements based on the metadata associated with the media;

receiving at the user equipment the subplurality of advertisements;

comparing at the user equipment the metadata associated with the media with the metadata associated with each of the ~~plurality~~ subplurality of advertisements ~~related to the media~~;

selecting at the user equipment one of the ~~plurality~~ subplurality of advertisements ~~related to the media~~ based on the comparison;

monitoring the selected advertisement;

collecting data on the selected advertisement; and

recording the data.

37.   (currently amended) A system comprising user equipment for providing ~~metadata-selected advertisements comprising user equipment~~ an advertisement selected from a plurality of advertisements each associated with its own metadata, comprising:

at least one receiver that:

receives at the user equipment media containing at least one object, metadata associated with the media, metadata associated with the at least one object ~~and containing a description of the at least one object~~, and the metadata associated with each of the plurality of advertisements; ~~and~~

selects a subplurality of advertisements based on the metadata associated with the media; and

receives at the user equipment the ~~plurality~~ subplurality of advertisements;

a viewing device that displays the media and the at least one object;

a user input device that receives a user selection ~~of one~~ of the at least one object displayed on the viewing device; and

a processor operative to:

~~process the metadata associated with the object selected by the user;~~

compare at the user equipment the metadata associated with the object selected by the user with the metadata associated with <u>each of</u> the ~~plurality~~ <u>subplurality</u> of advertisements;

select at the user equipment one of the ~~plurality~~ <u>subplurality</u> of advertisements based on the comparison; and

display the selected advertisement on the viewing device.

38-39.   (cancelled)

40.   (previously presented) The system of claim 37 wherein the at least one receiver receives the metadata associated with the at least one object and the metadata associated with the plurality of advertisements on a broadcast channel on which the at least one receiver also receives the media.

41.   (previously presented) The system of claim 37 wherein the at least one receiver receives the metadata associated with the at least one object and the metadata associated with the plurality of advertisements on a different broadcast channel from the media.

42.   (previously presented) The system of claim 37 further comprising at least one storage unit that stores metadata associated with the at least one object and the metadata associated with the plurality of advertisements.

43.   (currently amended) A system comprising user equipment for providing ~~metadata selected advertisements comprising user equipment~~ an advertisement selected from a plurality of advertisements each associated with its own metadata, comprising:

    a viewing device;

    at least one receiver that:

        ~~receives at the user equipment a plurality of advertisements related to media; and~~

        receives at the user equipment ~~the~~ media, metadata associated with the media ~~and containing a description of the media~~, and the metadata associated with each of the plurality of advertisements; ~~and~~

        selects a subplurality of advertisements based on the metadata associated with the media; and

        receives at the user equipment the subplurality of advertisements; and

    a processor operative to: ~~process the metadata with the media,~~ compare at the user equipment the metadata associated with the media with the metadata associated with each of the ~~plurality~~ subplurality of advertisements; select at the user equipment an advertisement ~~related to the media~~ from the ~~plurality~~ subplurality of advertisements based on the comparing; and display the selected advertisement on the viewing device.

44. (cancelled)

45. (previously presented) The system of claim 43 wherein the at least one receiver receives the metadata associated with the media and the metadata associated with the plurality of advertisements on a broadcast channel on which the receiver receives the media.

46. (previously presented) The system of claim 43 wherein the at least one receiver receives metadata associated with the media and the metadata associated with the plurality of advertisements on a different broadcast channel from the media.

47. (previously presented) The system of claim 43 further comprising at least one storage unit that stores the metadata associated with the media and the metadata associated with the plurality of advertisements.

48. (currently amended) A system comprising user equipment for providing ~~metadata-selected advertisements comprising user equipment~~ an advertisement selected from a plurality of advertisements each associated with its own metadata, comprising:
     a viewing device;
     a receiver that receives at the user equipment media, metadata associated with the media ~~and containing a description of the media~~, and the metadata associated with [[a]] each of the plurality of advertisements ~~related to the~~

~~media~~, <u>and selects a subplurality of advertisements based on the metadata associated with the media</u>; and

     a processor operative to:

        download to the user equipment the ~~plurality~~ <u>subplurality</u> of advertisements ~~related to the media~~;

        ~~process the metadata associated with the media;~~ compare at the user equipment the metadata associated with the media with the metadata associated with <u>each of</u> the ~~plurality~~ <u>subplurality</u> of advertisements ~~related to the media~~; select at the user equipment one of the ~~plurality~~ <u>subplurality</u> of advertisements ~~related to the media~~ based on the comparison; and

        display the selected advertisement on the viewing device.

     49. (cancelled)

     50. (previously presented) The system of claim 48 wherein the receiver receives the metadata associated with the media and the metadata associated with the plurality of advertisements on a broadcast channel on which the receiver also receives the media.

     51. (previously presented) The system of claim 48 wherein the receiver receives metadata associated with the media and the metadata associated with the plurality of advertisements on a different broadcast channel from the media.

     52. (previously presented) The system of claim 48 further comprising at least one storage unit that stores the

metadata associated with the media and the metadata associated with the plurality of advertisements.

53. (currently amended) A system for providing ~~metadata selected advertisements~~ an advertisement selected from a plurality of advertisements each associated with its own metadata, comprising:

at least one receiver that:

~~receives at user equipment a plurality of advertisements related to media; and~~

receives at the user equipment ~~the~~ media, metadata associated with the media ~~and containing a description of the media~~, and ~~the~~ metadata associated with each of the plurality of advertisements ~~related to the media~~;

selects a subplurality of advertisements based on the metadata associated with the media;

receives at the user equipment the subplurality of advertisements;

a storage device; and

a processor operative to: ~~process the metadata associated with the media;~~ compare at the user equipment the metadata associated with the media with the metadata associated with each of the ~~plurality~~ subplurality of advertisements ~~related to the media~~; select at the user equipment one of the ~~plurality~~ subplurality of advertisements ~~related to the media~~ based on the comparison;

collect data relating to the selected advertisement; and

record the collected data on the storage device.

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54. (currently amended) The method of claim 1 further comprising periodically receiving the ~~plurality~~ <u>subplurality</u> of advertisements from one or more remote locations.

55. (currently amended) The method of claim 1 further comprising receiving the ~~plurality~~ <u>subplurality</u> of advertisements from one or more remote locations in response to requests made by the user equipment.

56. (currently amended) The method of claim 1 further comprising polling one or more remote location for the ~~plurality~~ <u>subplurality</u> of advertisements.

57. (currently amended) The method of claim 1 further comprising storing the ~~plurality~~ <u>subplurality</u> of advertisements at the user equipment.

58. (previously presented) The method of claim 2 further comprising ordering one or more items displayed by the selected advertisement.

59. (currently amended) The system of claim 37 wherein the at least one receiver periodically receives the ~~plurality~~ <u>subplurality</u> of advertisements from one or more remote locations.

60. (currently amended) The system of claim 37 wherein the at least one receiver receives the ~~plurality~~ <u>subplurality</u> of advertisements from one or more remote locations in response to requests made by the processor.

61. (currently amended) The system of claim 37 wherein the processor is configured to poll one or more remote locations for the ~~plurality~~ <u>subplurality</u> of advertisements.

62. (currently amended) The system of claim 37 further comprising at least one storage unit for storing the ~~plurality~~ <u>subplurality</u> of advertisements at the user equipment.

63. (previously presented) The system of claim 37 wherein the processor is operative to order one or more items displayed by the selected advertisement.